

THE

KALIFORNSKI

Since 1979

NEWSLETTER OF THE YUGOSLAV-AMERICAN CULTURAL ORGANIZATION, INC. #63 October 1984
P.O. Box 226, Watsonville, CA. 95077
(A NON-PROFIT, NON-RELIGIOUS, & NON-POLITICAL ORGANIZATION) Circulation 425

EDITOR: ANDY GULERMOVICH (722-0622)



Presents

JADRANSKA NOC II

OCTOBER 13, 1984
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Treasurer's Report

TREASURER'S REPORT AS OF 9-17-84
By Geri (Derpich) Heebner

Income:

Ad renewal 20.00
Member renewals 53.00
Interest 75.06

TOTAL INCOME\$148.06

Expenses:

Flowers: Lou Semenza 26.00
Storage rent 35.00
Hall Rental (VFW) 50.00
Silverware deposit 10-13 .. 50.00
P&M - Tickets for 10-13 ... 37.59
Charge for stop payment ... 5.00

TOTAL EXPENSES\$203.59

Checking Account \$11,170.28
Scholarship Fund 593.35
Building Fund 2,590.60

TOTAL YACO FUNDS \$14,354.23

Zagreb Blends Old World Culture With Modern Tourism Facilities

ZAGREB — This city's rooftops were used in the film version of "Fiddler on the Roof." Much of "The Winds of War" was filmed in and around here. Croatia's capital is the Old World preserved in stone, surrounded by meadows, vineyards and villages.

Upper Town, on the slopes of Mt. Medvednica, evolved from a diocese founded in 1094 by a Hungarian king. A cannon is still fired every day at noon from a 13th century watchtower.

Lower Town reflects the 19th century Austro-Hungarian period, in flowers, fountains, cafes and a large outdoor market in the shadow of cathedral spires.

Modern Zagreb, a center of industry and art, was built after World War II, along and across the Sava River.

Clients on most escorted tours will stay at the Hotel Inter-Continental or the Esplanade, both deluxe, both expensive.

The Inter-Continental, across from the opera house, is ultra-modern. There's a panoramic view from the Overture Rooftop Bar, which adjoins a supper club and casino.

The Esplanade, according to the manager, "tries for the elegance of the Hapsburg era, with Vienna as a model."

BUSINESS MEETING

When - October 7, 1984
7:00 PM, Sunday

Where - VFW Hall
1960 Freedom Blvd.
Watsonville, CA,

Who - YACO members and friends

Why - Business Meeting and Program

Program:
Mary Bronner, YACO secretary, will show color slides of her August trip to Yugoslavia. Mary will show her slides after the business meeting which shouldn't last long.

REFRESHMENTS WILL BE SERVED!

YACO OFFICERS

PRESIDENT

Nick Castelan724-7131

VICE-PRESIDENT

Emme Colendich.....724-6986

SECRETARY

Mary (Vukovich) Bronner.....688-0715

FINANCIAL SECRETARY

Fran Colendich722-0151

TREASURER

Geri (Derpich) Heebner.....728-2666

PUBLICITY DIRECTOR

Joyce Kusanovich724-8259

DON'T MISS IT!

Dine 'n Dance



JADRANSKA NOĆ II

OCTOBER 13, 1984
KENNEDY CENTER

TABLES FOR 8 ONLY MAY BE RESERVED WHEN PURCHASING TICKETS. DINNER WILL BE SERVED TO YOUR TABLE. SINCE WE CAN ACCOMMODATE ONLY 300 PEOPLE, PLEASE MAKE YOUR RESERVATIONS EARLY.

— BRING A FRIEND —

PLEASE SEND ME _____ TICKETS AT \$15.00 PER TICKET. MY CHECK IN THE AMOUNT OF \$ _____ IS ENCLOSED.

HURRY! HURRY! ONLY 300 TICKETS AVAILABLE!!!

NAME: _____

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MAIL TO YACO, c/o 4 AMESTI ROAD, WATSONVILLE, CA 95076



YACO IS INVOLVED

- Kay Butier is Co-Chairman
- Babe Hill is Bazaar Chairman
- Mara Miller, Miss Santa Cruz County, will entertain at the Miss Apple Annual Pageant
- YACO will be in the parade
- YACO will have a Kobasica booth
- Mayor Ann Soldo in parade

Don't miss the fun and the chance to see so many YACO people.

JOIN THE CELEBRATION Sept. 29th and 30th

APPLE QUEEN PAGEANT

Saturday, September 29, 12:00 noon Watsonville High School Cafeteria. Luncheon Fashion Show, Pageant and Live Entertainment by Mara Miller, Miss Santa Cruz County, 1984. Theresa Lukenas of KMST Master of Ceremonies. Tickets \$8.00, on sale at Watsonville Chamber of Commerce, 444 Main Street.

PLUS OTHER GREAT EVENTS

- * Johnny's Appleseeds First Anniversary Square Dance Hoedown
Sept. 29, 8 PM to 11 PM, Watsonville High School Cafeteria.
- * Hometown Bazaar - Sunday, Sept. 30, Callaghan Park, 11 AM to 5 PM
- * Apple Annual Bicycle Hill Climb - 1 PM, Sunday Sept 30th
- * Apple Annual Parade - Sunday Sept. 30th, at 1 PM from First Street down Main to Callaghan Park.

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CROATIAN ROOTS in America

By Adam S. Eterovic



VLAŠIĆ—VLASHICH

Vlašići in astronomy means Pleiades or the seven daughters of Atlas. A group of stars named Pleiades. Vlah also could mean stranger in dialect.

This prolific clan had four coats of arms, the first hand drawn by Korjenic-Neoric in 1595 and on deposit at the University Library in Zagreb. The colors are gold for the dots, silver for the white, red for verticle lines, blue for horizontal lines and green for left slanted lines. Arms were probably granted for valor in battle against the Turks.

Vlasic Foods and Pickles are the largest food distributors in America in their line. This family originated in Croatia.

There are thousands of Vlašić's in all districts with the majority in Adamovec, Broce, Crna Draga, Drenov Klanac, Dubrovnik, Komarevo Donje, Kuperečki Kraljevec, Lenišće, Letovčan Novodravski, Ostrožin, Plesmo, Podravske Sesvete, Podvinje, Prekrižje Gornje, Pupnat, Rijeka, Strmec, Vela Luka, Vlašić Brdo, Vukovic Mali, Zagreb and Ždralovi.

Courtesy of the Croatian-Serbian-Slovene Genealogical Society, 2527 San Carlos Ave., San Carlos, CA 94070.

LET'S HELP BUILD THE MEDICAL CENTER "DUBROVNIK"

One of the most beautiful cities of the world, our Dubrovnik, is visited every year by hundreds of thousands of tourists from all over the world. All of them leave with the most precious memories and wish to return again.

And when someone asks you "where are you from?", tell him that you are from Dubrovnik . . . and he just might reply "I was there; a most beautiful place!" Then again we feel so proud that Dubrovnik is ours and that we are from Dubrovnik.

Dubrovnik has everything that one of the most beautiful tourist places can offer . . . except for a Medical Center, which should always be able and prepared to offer medical help to everyone in need.

For that reason, the people of Dubrovnik and the surrounding area started in 1978 to build a new, modern, up-to-date Medical Center with 516 beds and complete equipment needed for a most modern hospital. They are now finishing the first phase: i.e., maternity, gynecology and pediatric wards. Everything else will be completed in the second phase. When it is completed, the new Medical Center "Dubrovnik" will occupy an area of 44,000 square meters.

For all the equipment that can be bought domestically, the funds are available. But for the equipment that has to be imported, Dubrovnik needs one million U.S. dollars.

Considering that Yugoslavia has a difficulty in obtaining foreign currency, and that the equipment to be imported has already been ordered and soon must be paid for, Dubrovnik is appealing for the first time for financial help from its friends.

SO — DEAR FRIENDS OF DUBROVNIK — DUBROVNIK NEEDS YOU!

All of the citizens of the county of Dubrovnik are willingly giving 1½% from their gross income since 1974. By 1992 they will have collected about 400 billion dinar . . . but they cannot provide the one million U.S. dollars needed for the important equipment. For that reason, those of us who love Dubrovnik have a chance to help. We have opened a special bank account and are asking everyone who can and wants to help Dubrovnik build this needed project, to send or take their donations to the Pajaro Valley Bank, N.A., 655 Main Street, Watsonville, CA 95076, or to John Basor, 728 Turtle Ave., Watsonville, CA 95076, or to Zarko Radich at Jack's Cigar Store, 446 Main Street, Watsonville, CA 95076. Receipts will be given or sent to you from Pajaro Valley Bank. Donation checks should be made payable to: the new Medical Center "Dubrovnik," Account # 01501907.

Names of donors will appear in a following issue of the Kalifornski and Dubrovacki Vjesnik. Please let us know if you do not want to have your donation listed.



IN MEMORIAM

Mary Wathen

October 1984

September 18, 1984

Yugoslav American Cultural Organization
Editor

Letter to Editor

Dear Mr. Gulermovich:

I am writing to you, editor of the YACO publication "the Kalifornski", with some gripes I can no longer keep to myself. I would like to express my feelings on a specific article in the September 1984 issue, the "Sneaky Pete Show". Further, I would like to expand the problem I see with this one article to include the organization as a whole.

Speaking in general terms first, whenever I read "the Kalifornski" I find so much repetition of certain surnames, I usually become bored. However, this time I found myself pulling on the last straw. On page thirteen, the "sneaky Pete Show" begins with the line,

"so many of our YACO members went to Yugoslavia these past few months....."

but the article fails to mention "many" names. In fact, it only mentions three families. So what about the rest of us who made the trip this year? Shouldn't we who travelled to the old country take priority in mention to someone who went to Alaska or Japan? Or does the priority for mention in "the Kalifornski" go with not who made the trip to Yugoslavia but with which last name went where?

Mr. Gulermovich, this may seem to you as a petty concern, but please let me continue. Back in the March 1984 issue, I found a similar problem with an article that hit home - local Yugoslav packers, growers, and shippers. (Once again, a "Sneaky Pete" special.) Eagerly and proudly, I searched the list of names for my own (Bokariza) and my grandfather's (Jagich) - much to my dismay, neither name was listed. Why not?

With both of the "Pete" articles at mention, a problem obviously exists within the Yugoslav Organization - there is never any room for expansion. It seems as though "the Kalifornski" is written by, for, and about an exclusive group of Yugoslavs in this area. Well, Mr. Gulermovich, I am here to say that such an attitude is wrong and by supporting such values, this organization will never boast a professional twist. Professionalism means inclusion not exclusion. Professionalism means expansion not stagnation. Until this group expands to include as much Yugoslav diversity as possible, it will simply remain a stagnate(sic), small-town club without a promising future.

I challenge you, Mr. Gulermovich, to publish my letter as I would treasure any rebuttals on the subject.

Jennifer L. Bokariza
(sometimes called "Sneaky Jennifer")

See next page for Editor's Reply

Editor's Reply

Thank you for sharing your concerns publicly. I feel it is healthier for the club to air your "gripes" in this manner, rather than privately to only a select few. Regarding those who were not mentioned as going to Yugoslavia this year, we can only mention those names that are given to us by interested members. THE KALIFORNSKI does not have a reporting staff and consequently cannot print news about our members unless it is submitted to our newsletter. Many of our members have done that very thing and it is most appreciated. In other words, "We can't print it if we don't have it".

In the matter of the "local Yugoslav packers, growers, and shippers", this was part of a six month long series that we ran on local Yugoslav businesspeople. Starting in the January and continuing through the May issue we published names that had been submitted to us and implored our readers to send us additional names. In the March issue we printed a list of names that was submitted to us by an anonymous "group of oldtimers". JOHN BOKARIZA was listed in that article. As we stated in the March issue, "It is certainly not intended as a complete list, but it's a start. What other names can you add to our growing list?" Please remember, "We can't print it if we don't have it".

Towards that end we have revised our request for information that has appeared on the next to the last page of every issue of THE KALIFORNSKI.



VESELI SELJACI NEWS

by Nancy Bjoletich

This has been an unusually busy time for the Veseli Seljaci. We had a wonderful trip to Seattle, enjoying a very enthusiastic audience. At one point we performed poolside at the Marriott Hotel, where the echo effect underneath the dome covering the pool and the several floors of rooms made the applause sound like a radio broadcast of cheering from Carnegie Hall! Well, we can dream, can't we!!! The people of Seattle were most cordial and the weekend was a delightful experience.

Our picnic at Napredak on September 9 helped us earn a few more plane fares for our coming trip to the Tamburitza Extravaganza on September 27, 28, and 29 in

Pittsburgh. Our special thanks to Milan Popovich who barbecued chicken in 90+ degree weather along with Mike Sesich. Everyone else enjoyed a break from the heat in the air conditioned hall eating, dancing, singing the afternoon away. Thanks to George Pesut, chairman, for organizing the picnic. Many of our spouses and friends helped us out that day, and we are most grateful.

Now, on to Pittsburgh! We will pick up Rich and Carol Papp in Denver for one last performance with us at the extravaganza. We're looking forward to seeing the Papps, who moved from San Jose to Colorado recently and decided that the commute was just too long to remain in Veseli Seljaci, though they write that they still practice on Tuesday nights!

Next month's KALIFORNSKI will cover the extravaganza, which, rumor tells us will have over 30 performing groups. We're looking forward to hearing alot of tamburitza music!!



YUGOSLAV AIRLINES

JAT NEWS - SUMMER 1984

We would like to remind you once again that Yugoslav Airlines was the only carrier which did not raise its fares between the United States and Yugoslavia last year. We did it again for this summer! At the same time we would like to point out that Yugoslav Airlines is the only airline which flies non-stop to/from Yugoslavia.

FARES TO/FROM YUGOSLAVIA

Have in mind that you can fly to Yugoslavia cheapest and fastest with Yugoslav Airlines. For example:

- One way fare from Los Angeles to Ljubljana, Zagreb or Belgrade - \$600.00
- Los Angeles to: Ljubljana, Zagreb or Belgrade - \$1,160.00
- Los Angeles to: Dubrovnik, Split, Zadar, Rijeka or Pula - \$1,190.00
- Los Angeles to: Skopje, Titograd, Ohred, Tivat or Pristina - \$1,210.00

Yugoslav Airlines also has the least expensive fares from Yugoslavia to the United States, in case you wish to bring your relatives.

YUGOSLAV AIRLINES SERVICE FROM U.S.A. - SUMMER 1984

This summer Yugoslav Airlines will be flying daily, except Sunday.

- Six times weekly directly from New York to Belgrade
- Four times weekly non-stop to Zagreb (Tues., Wed., Fri., Sat.)
- One time weekly non-stop to Ljubljana (Thurs.), one time via Belgrade
- One time weekly non-stop from Chicago via Zagreb to Belgrade (Tues.)

All our flights have immediate connections to the cities on the Adriatic Coast.

OTHER ADVANTAGES

- Passengers originating on the west coast will have their luggage accepted under the regulations of the domestic carrier they use to/from New York
- Yugoslav Airlines passengers staying in Yugoslavia two weeks or more are offered significant discounts of up to fifty percent, when renting a car through Kompas/Hertz Rent-A-Car
- Gas coupons are available with a ten percent discount through our office
- Free drinks and headsets for music and movies on all trans-Atlantic flights
- Also, a stewardess in national costume will welcome you on board

For further information, please see your travel agent or contact us at:

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What's Cookin'?

Well, all good things have to come to an end. I am referring to to Jan (Pelich) Justus and Dale Skillicorn and their valuable past contributions to our newsletter. As you know, they had been doing the typesetting for THE KALIFORNSKI and the press of their business caused them to resign. I am certain that you could tell by the look of our publication that they are true professionals. They had been taking valuable time from their business, APPLE VALLEY TYPESETTING & GRAPHICS, and donating to YACO the art work and the typesetting. If we had had to pay them for their professional services, it would have amounted to over \$2,000. Their unselfish donation of their time and effort to YACO is much appreciated. PUNO HVALA!

The "typesetting" now reverts back to yours truly and his COMMODORE 64.

It certainly is no match for Jan and Dale's machine, but here we go anyway.

Many thanks to IRENE STRAZICICH for the many articles that she has written for us. Irene, sorry we didn't publish anything this month. Rest assured, we appreciate your efforts and will print them next month.

How about that book that JOHN BASOR has on the Konavle Valley. You saw in last month's issue a listing from the census of 1674. Most interesting to see all those Watsonville names in such an old census. If you would like to purchase a copy of the book, give John a call at 724-2169.

December 16, 1984. As voted on at a YACO business meeting, this year we will have a Christmas Party for the YACO kids. EMME COLENDICH and LUCILLE BOKARIZA have agreed to co-chair it. The party will be something simple to show our appreciation for the kids. They are, after all, the future of YACO. Hopefully, we will have some details to report in next month's Kalifornski. If you have any ideas or would like to help, give Lucille or Emme a call.

JADRANSKA NOC II -- It's coming soon. Last year we had all kinds of

problems trying to squeeze people in at the last moment. This year we have to cut off the ticket sales at 300. They are available on a first come-first serve basis. There are still plenty of tickets available, but we don't know how long they will last, so get your order in early. It will be an elegant dinner with top flight entertainment. The cost is \$15 per person. I know, a little steep, but not so when you consider that the band alone will cost \$4 per person and the hall rental is @ \$2 per person. It seems as though everything costs more these days. But, a dinner dance as elegant as this is nice once in a while.

There will be a New Year's Eve party this year, as voted in by the YACO membership. JOHN BISKUP is the chairman. It is a first for YACO. We know full well all the competition of parties on New Year's Eve. That is why the party is being planned on a small scale. There will be a maximum of 80 to 100 tickets available. Next month's issue should have more information.

APPLE ANNUAL!! - Again, YACO is making its presence felt. This year's General Co-Chairman is KAY BUTIER. The bazaar Chairman is BABE HILL. MARA MILLER will provide the entertainment at the Miss Apple Annual pageant. Mayor ANN SOLDO will be in the parade as will her disc jockey and husband, ANDY. YACO will have a float in the parade. RON HILL has arranged for a truck that will be decorated by YACO members. YACO has not missed a year in the parade. In this we should be very proud. FRAN COLENDICH is chairman of our kobasica booth again this year. BOY!! Look at YACO's involment. The least that the rest of us can do is to attend the festivities and to stop by the kobasica booth and say hello to Frane and her crew.

FUTURE PROGRAMS. Lucille Bokariza and Steve and Slavica Zalac will be showing slides of their trips to Yugoslavia.

News

12

FAVORITE CROATIAN CHRISTMAS CAROLS

- Radujte Se Narodi
- Svim Na Zemlji
- U To Vrijeme Godišta
- Veselje Ti Navješćujem
- Djetešce Nam Se Rodilo
- Oj, Djetešce, Moje Drago
- O, Pastiri, Čudo Novo
- Tiha Noć
- Danas Se Čuje
- Sklopi Blage Očice
- Tri Kralja
- Narodi Nam Se



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Our Cultural Heritage



By Marlene Radovich

There will be no column from Marlene this month as she and her husband Barney were still in Yugoslavia at THE KALIFORNSKI's deadline. I hope that Marlene was busy over there doing research for her next column. She should have a "ton" of material and we look forward to her next article.

HARMONIJA

by Naida Nicholas

HARMONIJA is likewise on vacation until the middle of October. We look forward to Naida's next message as to what our choral group is planning for the rest of the year.



Listen to the Yugoslav Radio Hour



ATTENTION:

THE KALIFORNSKI is YOUR publication. If there are particular types of articles or subjects relating to the Yugoslav heritage or about Yugoslavs that you would like to see in future issues, or if you have material you would like to submit, please contact:

Andy Gulermovich
c/o THE KALIFORNSKI
141 Logan Street
Watsonville, CA 95076
Te. (408)722-0622

SUGGESTED TOPICS

- 1) Trips by YACO members
- 2) Visitors from the old country
- 3) Newspaper or magazine articles about Yugoslavia or Yugoslavs.
- 4) Wedding anniversaries of YACO members.
- 5) Civic or cultural contributions by Yugoslavs.
- 6) Yugoslav recipes
- 7) Anything else that you feel might be of interest to YACO members.

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MEMBERSHIP APPLICATION

YACO was established in 1979 as a non-profit club without political or religious ties for the sole purpose of bringing together Yugoslavs and other interested persons to make known and to preserve our Slavic heritage. We are proud that among our membership we have families and individuals whose roots represent each region of present-day Yugoslavia, as well as non-slavic members who support the club's goals.

A year-around series of programs and events has proven an enjoyable way for YACO to provide its focus on Slavic heritage. Such activities include picnics, lectures and slide presentations on Yugoslavia and its historic culture, plus potluck and sitdown dinners. We also publish a monthly newsletter, THE KALIFORNSKI, full of interesting articles, recipes, and news of our area's Yugoslav community.

Music is a very important part of our Slavic culture, so besides sponsoring a Tamburitza group and concerts, the club also has a choral group and folk dancers, including classes for anyone who would like to learn the traditional Slavic dances. As you can see, the club offers a wide variety of activities appealing to the entire family.

Won't you accept our invitation to join us? We're sure you'll soon find YACO to be one of your favorite clubs.

Our dues are as follows:

Single membership\$12.00
Family membership.....\$18.00

MEMBERSHIP APPLICATION

Name: _____ Birth date: _____

Husband: _____

Wife: _____

Address: _____

Phone number: _____

Interests: _____

Yugoslav Background: _____

Children under 18 included in Family Membership: _____

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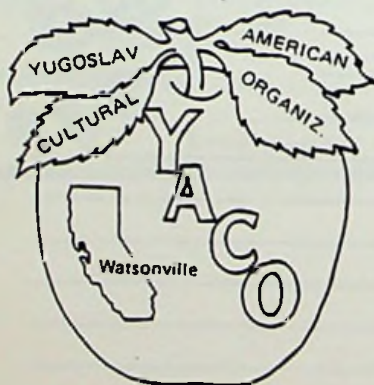
Remember to listen to the YUGOSLAV RADIO HOUR every Sunday at 9:30 a.m. on radio station KOMY, 1340 on your dial.

ANDY & ANN SOLDI are your hosts and bring you the finest in old favorites as well as the latest music from Yugoslavia. They will play any request whether it be for a birthday, an anniversary or for any special announcement.

LISTEN EVERY SUNDAY!!!!

YUGOSLAV-AMERICAN CULTURAL ORGANIZATION, INC.

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